

MKTG 3323 - Sales

Course Description/Overview

Topics include: Management of the personal selling function of firms; selection and training of sales personnel; performance evaluation; establishment of realistic sales goals; motivation of the sales force; coordination of personal selling with non-personal organization communications. Additionally, this course provides discussion on the knowledge and skill set required to be a successful sales professional as well as a working comprehension of a sales partnership process including sales prospecting, sales planning, negotiation, and building sales relationships.

Prerequisite Knowledge

Junior standing

Course Technology

Students should be familiar with the use of Microsoft Office Word and PowerPoint (or other acceptable presentation) software and have access to Angelo State University Blackboard.

Class Meeting Times

MKTG 3323.010 class meets in RAS 265 on Tuesday's from 6:00 p.m. to 8:45 p.m.

Technical Support

The Technology Service Center (TSC) may be contacted by calling (325) 942-2911 or 1-866-942-2911 or by email at helpdesk@angelo.edu

Faculty/Instructor Information

Name: Scott Turner

Director and Instructor Commercial Aviation

Office: Rassman #202

Phone: 325-486-6299 (when leaving a message, please leave an email address with a return phone number)

E-Mail: stephen.turner@angelo.edu

Office Hours: M & W 3:00p – 4:30p and Tu & Th by appointment

Course Objectives

The objectives of this course are for you to develop applicable knowledge of sales regarding:

- Sales processes in the highly competitive selling environment
- The key behavioral, technological, and practical forces in the sales environment
- The increasing importance of ethical considerations for salespeople
- The importance of analytical, communication, and relationship, skills necessary in sales
- The importance of developing long-run, win-win relationships and partnerships

Like other introductory survey courses, you will be exposed to and expected to learn the “language of sales” (that is, terms, concepts, and frameworks) utilized by practicing sales professionals. However, it is also expected that by the end of the course you will have a solid understanding of the major decision areas under a sales professional’s responsibility, the basic interrelationships of those decisions’ areas, and an appreciation to how to apply key frameworks and tools for analyzing customers, competition, and marketing strengths and weaknesses.

This course is designed to be interactive, experiential, and pragmatic while developing your conceptual and creative sales abilities. Case studies may be used to enhance learning. Groups of students will present cases throughout this course.

These objectives can only be achieved through a joint effort: I will work to stimulate your interest and learning in these areas, but you will be expected to display initiative and a program of self-study as well. In that sense, a complementary objective of the course is to provide you with an environment that will encourage and reward your own intellectual effort, while simultaneously maintaining rigorous standards that identify those who are motivated to pursue excellence in their own educational preparation for a business career.

Student Learning Outcomes

After completing this course, you should be able to:

- Identify sales opportunities and related issues that are commonly faced by sales professionals, including (but not necessarily limited to): identifying sales prospects, planning a professional sales pitch, and closing the sale
- Demonstrate competency in interpersonal oral communication
- Demonstrate knowledge of the dynamic roles of the sales professional in the marketing mix and as part of the larger business enterprise.
- Express an understanding of the ethical issue’s salespersons face in a professional sales setting.

Methods of Assessing Learning Outcomes

Student knowledge and proficiency will be assessed through the following methods:

- Three examinations will assess the ability to remember and understand the core proficiencies related to sales professionals, sales partnerships, and sales management.
- 17 chapter case study posts (one per chapter) will assess the individual lesson and chapter knowledge.
- Sales Role Play and presentation will assess the competencies in interpersonal oral communication, sales presentation proficiencies, and demonstrable sales ability.

Course Textbook and Required Readings

Castleberry, S. B., & Tanner, J. F. (2019). *Selling: Building partnerships*. New York,

Spring 2022

NY: McGraw-Hill Education. ISBN#9781259573200 10th edition.

Grading Policies

This course employs the following to measure student learning:

Exam 1	100 points
Exam 2	100 points
Exam 3	100 points
<u>Role Play /Case Analysis & In-Class Presentation</u>	<u>100 points</u>
Total Points	400 points

Angelo State University employs a letter grade system. Grades in this course are determined on a percentage scale:

A = 90% - 100%	360-400 points
B = 80% - 89%	320-359 points
C = 70% - 79%	280-319 points
D = 60% - 69%	240-279 points
F = Below 60%	Below 240 points

Tests and Final Exams

The tests during the term are objective-test format. The tests will consist of multiple-choice questions given in the traditional format (given in the classroom on the dates specified on the Class Schedule). SCANTRON answer forms will be provided at no cost to students during the term for the multiple-choice questions.

The tests during the term will generally involve about 50 - 60 choice questions and they will sample about evenly from both the general concepts and the details presented in the text and in class.

Please keep in mind that being prepared and taking the tests during the allocated times is your responsibility. The tests are on the schedule and I urge you to mark them on your calendar now. Missing a scheduled test without approval will result in a zero for that test.

Feedback will be provided for each test, typically on the first class day following each exam. However, you are welcome to contact me at any point to review your test in more detail if you wish. I will be pleased to go over your test with you personally if you have questions or concerns that are not discussed in the review of the exam. **Each exam is worth 100 points.**

Chapter Case Study Post

The purpose of the chapter case study posts is to offer an opportunity for you to demonstrate your understanding of each chapter and communicate that understanding to me in a post. You will read the chapter, read the assigned case study and answer the questions about the case study which references the topics of the associated chapter. The post does not have to have an elaborate answer but should be more than just a few sentences. Answer the questions in a way that I would know that you know the topic. A good post should be approximately 200 words. **Each post is worth 3 points.**

Sales Role Play Case Presentation

The purpose of the presentations is to enhance interpersonal communication skills, which are essential in today's business environment. **The Sales Role Play is worth 50 points.**

Present the following:

1. Overview of the company or companies involved
2. Overview of the marketing and sales issue(s)
3. Discuss the root causes of the mistake or the reasons for the success
4. Discuss what can be learned from the case

You will find these guidelines helpful for your success in your group presentation:

- Analyze any graphs or charts in the case.
- Bring a copy of presentation to class the day you present. You may use PowerPoint slides to accompany your presentation.
- Present for at least 12 minutes in length.
- **Be prepared, be practiced, and wear proper presentation attire.**

Response Time

I will respond to email questions within one business day (24 hours), and homework will be graded and posted within one week after the due date. Individual exams will be graded and returned to the students within one week of the exam date.

Missed/Late Work

Generally speaking, any assignment or test that is not completed or turned in on time will be counted as a zero grade. Any exceptions made will be on a case-by-case basis. Students with approved absences will be allowed time to take make up exams and/or turn in assignments.

Participation/Absenteeism

You are expected to participate in class discussions. You are also expected to stay off your phone or any other personal electronic device that interferes with class instruction or distracts your fellow students.

Attendance is not only strongly encouraged but expected. The model I will use in assigning attendance grades is as follows for unexcused absences:

0 to 2 absences	Qualifies you for any curve that is given at the end of the term, final grade, or exams.
3 to 4 absences	You do not qualify for any curve that is given.
5 to 6 absences	Your final grade is dropped by a letter grade.
7+ absences.	You will receive an “F” for the term.

It is your responsibility to keep track of your attendance. If you leave before the class ends or arrive late, you will be marked absent. Your Final is a group project and presentation; therefore, your attendance is mandatory to receive full credit. No exceptions.

Final Exam

Your final exam will be a peer scoring and instructor scoring of your role-playing scenario. It is a group presentation therefore attendance is mandatory for full credit. No exceptions.

Course Policies

Course Syllabus Statement on Required Use of Masks/Facial Coverings by Students in Class At Angelo State University

As a member of the Texas Tech University System, Angelo State University has adopted the mandatory Facial Covering Policy to ensure a safe and healthy classroom experience. Current research on the COVID-19 virus suggests there is a significant reduction in the potential for transmission of the virus from person to person by wearing a mask/facial covering that covers the nose and mouth areas. Therefore, in compliance with the university policy students in this class are required to wear a mask/facial covering before, during, and after class. Faculty members may also ask you to display your daily screening badge as a prerequisite to enter the classroom. You are also asked to maintain safe distancing practices to the best of your ability. For the safety of everyone, any student not appropriately wearing a mask/facial covering will be asked to leave the classroom immediately. The student will be responsible to make up any missed class content or work. Continued non-compliance with the Texas Tech University System Policy may result in disciplinary action through the Office of Student Conduct.

Academic Honesty and Integrity

Angelo State University expects its students to maintain complete honesty and integrity in their academic pursuits. Students are responsible for understanding and complying with the university Academic Honor Code, which is in both print and web versions of the ASU Student Handbook.

Academic integrity is expected. This includes, but is not limited to, any form of cheating, plagiarism, unauthorized sharing of work, or unauthorized possession of course materials. The professor assumes that all students can be trusted. Please do not violate this trust. Violation of academic integrity will result in a failing grade for the course.

It is the professor's intention to be as fair and impartial as is humanly possible. Therefore, all students will be asked to adhere to the same set of guidelines and rules UNLESS there are disabilities or documented extenuating circumstances that have been discussed with the professor and the Student Life Office. Please make sure you inform the professor as soon as any situation arises. Do NOT wait until the problem is compounded by poor class performance, poor attendance, etc.

Code of Ethics

Students, faculty, administrators and professional staff of the College of Business should always:

- Be forthright and truthful in dealings with all stakeholders
- Take responsibility for one's actions and decisions
- Serve as an example of ethical decision-making and behavior to others
- Admit errors when they occur, without trying to conceal them
- Respect the basic dignity of others by treating them as one would wish to be treated

Courtesy and Respect

Courtesy and respect are essential ingredients to this course. We respect each other's opinions and respect others points of view at all times while in our class sessions. The use of profanity and harassment of any form is strictly prohibited (Zero Tolerance), as are those remarks concerning one's ethnicity, life style, religion, etc., violations of these rules will result in appropriate disciplinary actions.

Accommodations for Disability

ASU is committed to the principle that no qualified individual with a disability shall, on the basis of disability, be excluded from participation in or be denied the benefits of the services, programs or activities of the university, or be subjected to discrimination by the university, as provided by the Americans with Disabilities Act of 1990 (ADA), the Americans with Disabilities Act Amendments of 2008 (ADAAA), and subsequent legislation.

Student Affairs is the designated campus department charged with the responsibility of reviewing and authorizing requests for reasonable accommodations based on a disability, and it is the student's responsibility to initiate such a request by emailing studentservices@angelo.edu, or by contacting:

Mrs. Dallas Swafford
Director of Student Development
Office of Student Affairs University
Center, Suite 112
325-942-2047 Office
325-942-2211 FAX
Dallas.Swafford@angelo.edu

Student absence for religious holidays

As stated in the Angelo State University Operating Policy and Procedures (OP 10.19 Student Absence for Observance of Religious Holy Day), a student who intends to miss class to observe a religious holy day should make that intention known in writing to the instructor prior to the absence. A student who is absent from classes for the observance of a religious holy day shall be allowed to take an examination or complete an assignment scheduled for that day within a reasonable time after the absence.

Course Drop

To view information about how to drop this course or to calculate important dates relevant to dropping this course, you can visit http://www.angelo.edu/services/registrar_office/course_drop_provisions.php.

Incomplete as a Course grade

As stated in the Angelo State University Operating Policy and Procedure (OP 10.11 Grading Procedures), the grade "I" is given when the student is unable to complete the course because of illness or personal misfortune. For undergraduates, an "I" that is not removed before the end of the next long semester automatically becomes an "F". A graduate student will be allowed one year to remove a grade of "I" before it automatically becomes an "F". To graduate from ASU, a student must complete all "I's".

Title IX at Angelo State University

Angelo State University is committed to providing and strengthening an educational, working, and living environment where students, faculty, staff, and visitors are free from sex discrimination of any kind. The University prohibits discrimination based on sex, which includes pregnancy, sexual orientation, gender identity, and other types of Sexual Misconduct. Sexual Misconduct is a broad term encompassing all forms of gender-based harassment or discrimination including: sexual assault, sex-based discrimination, sexual exploitation, sexual harassment, public indecency, interpersonal violence (domestic violence and/or dating violence), and stalking. As a faculty member, I am a Responsible Employee meaning that I am obligated by law and ASU policy to report any allegations I am notified of to the Office of Title IX Compliance. This is done in order to connect students with resources and options in addressing the allegations reported. As a student, are encouraged to report any incidents of sexual misconduct directly to ASU's Office of Title IX Compliance and the Title IX Coordinator. You may do so by contacting:

Michelle Miller, J.D.

Title IX Coordinator

Mayer Administration Building, Room 210

325-942-2022

michelle.miller@angelo.edu

You may also file a report online 24/7 at www.angelo.edu/incident-form.

If you are wishing to speak to someone about an incident in confidence you may contact the University Health Clinic at 325-942-2171, Counseling Services at 325-942-2371 or the ASU Crisis Helpline at 325-486-6345.

The Office of Title IX Compliance also provides accommodations related to pregnancy (such as communicating with your professors regarding medically necessary absences, modifications required because of pregnancy, etc.). If you are pregnant and need assistance or accommodations, please contact the Office of Title IX Compliance utilizing the information above.

For more information about Title IX in general you may visit www.angelo.edu/title-ix.

Grade Appeal Process

As stated in the Angelo State University Operating Policy and Procedures (OP 10.03 Student Grade Grievances), a student who believes that he or she has not been held to appropriate academic standards as outlined in the class syllabus, has experienced inequitable evaluation procedures, or inappropriate grading practices, may appeal the final grade given in the course. The burden of proof is upon the student to demonstrate the appropriateness of the appeal. A student with a complaint about a grade is encouraged to first discuss the matter with the instructor. For complete details, including the responsibilities of the parties involved in the grade appeal process and the number of days allowed for completing the steps in the process, see Operating Procedure 10.03 at: <http://www.angelo.edu/content/files/14196-op-1003-grade-grievance>.

Course Outline

MKTG 3323 Class Schedule – Spring, 2022

Week	Class Activity
wk1 – 01/17	Course Introduction and Organization, Chapter 1, Selling and Salespeople – Case Assignment
wk2 – 01/24	Case Review from previous week. Chapter 2, Ethical and Legal Issues in Selling, Chapter 3, Buying Behavior, and the Buying Process, – Case Assignment Role Play Case 1; Purina One Smartblend Dog Food – Group and Situation Assignments – Case Assignment, Case Review
wk3 – 01/31	Case Review, Chapter 4, Using Communication Principles to Build Relationships Chapter 5, Adaptive Selling for Relationship Building – Case Assignment
wk4 – 02/07	Case Review, Exam 1 (Chapters 1, 2, 3, 4, 5)
wk5 – 02/14	Exam Review, Chapter 6, Prospecting, Chapter 7, Planning the Sales Call Presentations – Case Assignment
wk6 – 02/21	Case Review, Chapter 8, Make the Sales Call, Chapter 9, Strengthening the Presentation, – Case Assignment
wk7 – 02/28	Case Review, Chapter 10, Responding to Objections, Chapter 11, Obtaining Commitment – Case Assignment
wk8 – 03/07	Case Review Exam 2 (Chapters 6, 7, 8, 9, 10, 11)
wk9 – 03/14	Spring Break
wk10 – 03/21	Exam Review Chapter 12, Formal Negotiating, Chapter 13, Building Partnering Relationships, – Case Assignment
wk11 – 03/28	Case Review Chapter 14, Building Long-Term Partnerships, Chapter 15 Managing your Time and Territory – Case Assignment
wk12 – 04/04	Case Review, Chapter 16 Managing within Your Company – Chapter 17 Managing Your Career, Case Assignment

wk13 – 04/11 Case Review, Exam 3 (12, 13, 14, 15, 16, 17)

wk14 – 04/18 Q&A on Final – Teams Finalize Role Play

wk15 – 04/25 1st group Role Play Presentations - Final

wk16 – 05/02 2nd group Role Play Presentations - Final

wk17 – 05/09 remaining Role Play Presentations – Final (if needed)

**schedule and assignments subject to change*